

**Marketing:  
Marketing & Management I  
Principles**

HQ Course Code # 5000 \_\_\_\_\_

CTE Course Code # 5030 \_\_\_\_\_

½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_ 2-3 Credits \_\_\_\_\_

School Year \_\_\_\_\_

Term: \_\_\_\_ Fall \_\_\_\_ Spring

Standards to be completed for ½ credit are identified with one asterisk (\*).  
Additional standards to be completed for 1 credit are identified with two asterisks (\*\*). A work-based component for 2-3 credits is identified with three asterisks (\*\*\*).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 32, with Work-Based Learning = 36, 1 credit = 48, With Work-Based Learning = 52	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will Demonstrate an understanding of the marketing foundations and the impact on individuals and businesses.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Analyze the benefits of marketing and their importance			
1.2	Examine marketing functions and related activities			
1.3	Differentiate the target markets			
1.4	Assess the concept of market segmentation			
1.5	Evaluate the marketing mix and its contribution to successful marketing			

**\*\*Standard 2.0 The student will demonstrate an understanding of economic concepts and principles in a global economy.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Differentiate between the types of economic systems including the interrelationship of business, government and individuals			
2.2	Assess economic concepts globally			
2.3	Analyze the free enterprise system			
2.4	Examine economic indicators and business cycles			
2.5	Demonstrate a knowledge of international trade			
2.6	Evaluate the relationship of cost/profit to supply and demand			
2.7	Evaluate the effects of monetary and fiscal policies on economic decisions			
2.8	Examine the relationship of values/beliefs to economic goals			

**\*Standard 3.0 The student will demonstrate an understanding of selling.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Understand the concepts and techniques of selling			
3.2	Analyze the factors that influence customer buying decisions			
3.3	Demonstrate the selling process and techniques used in marketing and management			

**\*\*Standard 4.0 The student will analyze promotional tools.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Examine the types of promotions in marketing and management			
4.2	Distinguish between institutional and promotional advertising			
4.3	Differentiate between different types of advertising media			

**\*\*Standard 5.0 The student will analyze the distribution strategies**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Distinguish channels of distribution and channel members			

5.2	Examine the nature and scope of physical distribution		
5.3	Compare and contrast stock handling and inventory control		

**\*Standard 6.0 The student will examine human resource skills needed for career success.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Categorize opportunities available for a career in marketing			
6.2	Distinguish techniques necessary for acquiring a marketing job			
6.3	Analyze the importance of communication skills in marketing			
6.4	Appraise appropriate interpersonal skills needed in marketing careers			

**\*\*Standard 7.0 The student will examine the importance of price planning in product development.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Evaluate the importance of branding, packaging, and labeling			
7.2	Examine pricing strategies			

**\*Standard 8.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Demonstrate a knowledge of DECA			
8.2	Utilize critical thinking in decision-making situations			
8.3	Identify and develop personal characteristics needed in leadership situations			

**\*Standard 9.0 The student will understand the importance of academic integration in the area of marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Differentiate between the types of economic systems			
9.2	Assess economic concepts in a market economy			
9.3	Analyze the role of government in a free enterprise system			
9.4	Examine economic indicators and business cycles			
9.5	Demonstrate a knowledge of international trade			
9.6	Distinguish among geographic, demographic, psychographic and behavioral segmentation			
9.7	Develop creative thinking skills			
9.8	Develop vocabulary and writing skills			
9.9	Analyze, compare, interpret, and apply basic concepts			
9.10	Express ideas and information clearly using proper terminology and grammar			
9.11	Perform mathematical calculations using algebraic expressions			
9.12	Examine computer applications in marketing			
9.13	Discuss the future of technology in marketing			
9.14	Evaluate environmental laws in business			
9.15	Recognize the influence of science in product development			
9.16	Analyze the use of natural resources in economic systems			
9.17	Examine the effects of recycling on the environment			

**\*\*\*Standard 10.0 The student will demonstrate Marketing and Management I Principles in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
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10.1	Apply principles of marketing and management to a work-based situation		
10.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities		
10.3	Evaluate and apply principles of ethics as they relate to the work-based experience		
10.4	Employ the principles of safety to the work-based experience		

Additional comments:

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